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| Attention: | MAIL STOP AF Group Art Unit: 2623 Examiner: SHELEHEDA, James R. | Fax: | (571) 273-8300 |
| UNITED STATES PATENT AND TRADEMARK OFFICE | | Phone: | (571) 272-7357 |
| Pages: | Cover + 1 + 16 = 18 | Date: | March 17, 2008 |
| From: | Anthony J. Orler | Fax: | (310) 964-0941 |
| | | Phone: | (310) 964-0735 |

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Janet ShibataMarch 17, 2008
(Date of Signature)

Telephone No. (310) 964-0736 (Printed Name of Person Signing Certificate)

Attention: Commissioner for Patents**Attorney Docket No. PD-990193**

Please find attached Re:

Serial No.: 09/532,755

Filing Date: 03/22/2000

- TRANSMITTAL FORM PTO/SB/21 (1 page)
- RESPONSE TO OFFICE ACTION DATED JANUARY 17, 2008 (16 pages)

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The DirecTV Group, Inc., CA/LA1/A109, P. O. Box 956, El Segundo CA 90245

MAR 17 2008

PTO/SB/21 (01-08)

Approved for use through 03/31/2008. OMB 0851-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

17

Application Number

09/532.755

Filing Date

03/22/2000

First Named Inventor

Craig Finseth

Art Unit

2623

Examiner Name

SHELEHEDA, James R.

Attorney Docket Number

PD-990193

ENCLOSURES (Check all that apply)

Fee Transmittal Form



Fee Attached



Amendment/Reply



After Final



Affidavits/declaration(s)



Extension of Time Request



Express Abandonment Request



Information Disclosure Statement



Certified Copy of Priority Document(s)

Reply to Missing Parts/
Incomplete ApplicationReply to Missing Parts
under 37 CFR 1.52 or 1.53

Drawing(s)



Licensing-related Papers



Petition

Petition to Convert to a
Provisional Application

Power of Attorney, Revocation



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After Allowance Communication to TC

Appeal Communication to Board
of Appeals and InterferencesAppeal Communication to TC
(Appeal Notice, Brief, Reply Brief)

Proprietary Information



Status Letter

Other Enclosure(s) (please identify
below):

Remarks

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name

The DIRECTV Group, Inc.

Signature

Printed name

Anthony J. Orler

Date

March 17, 2008

Reg. No.

41,232

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Date

March 17, 2008

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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MAR 17 2008 PATENT
PD-990193

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:

Finseth et al.

Serial No.: 09/532,755

For: "Method and Apparatus for
Transmission, Receipt and Display of
Advertisements"

Filed: March 22, 2000

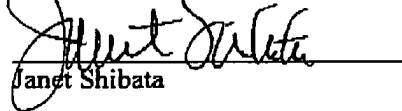
Group Art Unit: 2623

Examiner: James R. Shelcheda

Certification Under 37 CFR 1.8

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March 17, 2008


Janet Shibata**RESPONSE TO THE OFFICE ACTION DATED JANUARY 17, 2008**

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the official action dated January 17, 2008, please consider the
following remarks:

A Status of the Claims begin on page 2 of this paper.

Remarks begin on page 14 of this paper.